

CITY OF PLEASANTON
CITY ATTORNEY’S IMPARTIAL ANALYSIS OF MEASURE ____

Measure ____ seeks voter approval to increase the rate of the City of Pleasanton’s existing Uniform Transient Occupancy Tax (“TOT”). If approved, Measure ____ would adopt an ordinance to increase the rate of the City’s TOT from 8% to 10% on July 1, 2027, and to 12% on July 1, 2028, until ended or changed by voters. The TOT is paid only by guests who occupy hotels, motels, and other short-term lodgings within Pleasanton for thirty consecutive calendar days or less. The TOT is collected and remitted to the City by operators of such lodgings.

The proposed measure is a general tax, which means the City can spend the tax revenue on general municipal services, such as: police and fire protection; park and street maintenance; recreation programs; and other general government uses. The City estimates that this Measure will generate approximately \$1.4 in the first year, and approximately \$2.8 million per year thereafter in new local revenue.

Measure ____ was placed on the ballot by the Pleasanton City Council and must be approved by a majority of voters to become law. A “yes” vote on Measure ____ favors enacting the proposed ordinance that would increase the City’s TOT rate to 10% on July 1, 2027, and to 12% on July 1, 2028. A “no” vote on Measure ____ opposes the proposed ordinance and would maintain the City’s TOT rate at the existing 8%.

s/Daniel G. Sodergren
Pleasanton City Attorney

The above statement is an impartial analysis of Measure _____. If you desire a complete copy of the TOT Ordinance, please call the City Clerk at (925) 931-5027 and a copy will be mailed at no cost to you. The full text of Measure _____ is also printed in the Voter’s Information Pamphlet and is available on the City’s website at: <https://www.cityofpleasantonca.gov/our-government/elections-measures/measures/>